

# **CITY OF MORGAN HILL**

## **CITY COUNCIL POLICIES AND PROCEDURES**

**SUBJECT: COMMUNITY SPONSORSHIP POLICY CP-07-06**

**EFFECTIVE DATE: November 7, 2007**

**REVISION DATE:**

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### **PURPOSE:**

This policy is meant to be a guide for the City as it pursues sponsorships for its public facilities, programs, and events. It is intended to establish a standardized approach to assessing the compatibility of the City and potential sponsors. This policy will assist the City in remaining fair and objective as it pursues, evaluates, and enters into formal sponsorship agreements.

### **INTRODUCTION:**

The Morgan Hill Recreation & Community Services Department has the responsibility of managing the City's recreational facilities, programs, and events. The City's ability to sustain current parks and recreation service levels depends on maintaining adequate revenue streams through diversification.

Community sponsorships; such as advertising in City publications or sponsoring a special event, can be an effective means of generating new revenue and building community partnerships. Private advertising and sponsorships will provide an opportunity to develop partnerships with businesses and organizations that share the City's commitment to providing high quality public services, while raising revenue to support and potentially enhance the delivery of services.

### **DEFINITIONS:**

**Sponsorship:** A "sponsorship" typically includes the sponsor's financial contribution and involvement in a particular event, activity, or public structure, with associated recognition between the sponsor and the City for financial contribution.

**Sponsor:** A company, organization or individual who provides the City, or one of the City's departments or other agencies, with funding support in the form of a sponsorship, and expects recognition in return.

**Sponsorship Agreement:** A negotiated agreement between the City and a company, organization, or individual whereby the City makes a sponsorship opportunity available and enters into an agreement with a company, organization or individual to pay a fee in cash, products, services or a combination thereof, for recognition rights related to certain identified City owned commercial or marketable assets. A Sponsorship Agreement may permit a limited form of advertising opportunity for a company, organization or individual in exchange for a fee paid to the City, subject to the terms and approvals outlined in this Policy.

### **AUTHORITY:**

The authority to establish a Community Sponsorship Policy rests with the Morgan Hill City Council. The Recreation & Community Services staff shall act in an advisory capacity to the City Manager and City Council in the establishment and implementation of this program.

The authority for approval of specific sponsorship agreements will be based upon value of sponsorship contract as outlined below:

1. All Naming Rights sponsorships must be approved by the City Council
2. Sponsorship contracts with a total value of up to Ten Thousand Dollars (\$10,000) may be authorized and approved by the Director of Recreation and Community Services.
3. Sponsorship contracts with a total value of over Ten Thousand Dollars (\$10,000) but not greater than Twenty-five Thousand Dollars (\$25,000) must be authorized and approved by the City Manager.
4. Sponsorship contracts with a total value of over Twenty-five Thousand Dollars (\$25,000) must be approved by the City Council.

### **SPONSORSHIP OPPORTUNITIES:** (include, but are not limited to)

1. **Advertising:** Advertising provides the sponsor with the opportunity to advertise through a variety of City marketing materials and venues.
  - a. *Print advertising provides ad space in City printed marketing materials such as the Recreation Guide or City Connections. Price of ad space will be determined by size of ad through an established rate sheet.*
  - b. *Signage provides sponsor with the opportunity to advertise with short term or long term signage at City owned and operated facilities. Signage advertising may include a variety of different types of signs and locations for signs.*
2. **Programs:** Sponsorship of City Recreation programs provides the opportunity for the sponsor's name and logo to appear in advertising and marketing materials related to the program, such as: printed materials, website references, and any media related to the Program. Additionally, it includes the opportunity for sponsor's name and logo to be included on T- shirts and supplies provided by and/or used during the program. Current examples of programs that would be appropriate for this type of sponsorship include:
  - a. *Cool Kids Spring & Summer Camps*
  - b. *Swim Lessons*
  - c. *Fitness Programs*
3. **Special Events:** Sponsorship of an event provides the sponsor with the opportunity to include sponsor's name and logo in advertising and marketing materials related to the event, including printed materials, website references, and any media related to the special event. Event sponsorship is offered through various sponsorship packages, each package benefit's varying in relation to level of sponsorship. Current examples of events that would be appropriate for this type of sponsorship include:
  - a. *Art ala carte*
  - b. *Morgan Hill Get Fit (Annual Fitness Fair and Open House at CRC)*

4. **Naming Rights:** Naming rights sponsorship provides the opportunity to name a City owned building or facility and display sponsor's name and logo on building/facility, related marketing materials, and promotional items. Naming rights may also be available for a component, area, or space within facility/building.

**POLICY:**

It is the City of Morgan Hill's policy that:

1. Facility and program sponsorship agreements will exist in accordance with guidelines and procedures set forth in this policy.
2. Facility and program sponsorships must support and be compatible with the City's existing goals and policies.
3. Facility and program sponsorships will not result in any loss of City authority or control of its public facilities, events, or programs.
4. All forms of advertising, including signage, will be consistent and in compliance with City regulations.
5. Sponsorship terms will be determined on an individual basis to provide the City with the greatest flexibility in negotiating agreements that best serve the City.
6. The City reserves the right to reject any and all sponsorship proposals.
7. The City reserves the right to terminate agreement in accordance with the terms of the sponsorship agreement.

**CRITERIA:**

The City may use, but is not limited to, the following criteria when evaluating a sponsorship proposal. In all cases, the City reserves the right to reject any and all sponsors and sponsorship proposals.

1. Sponsorship programs and sponsorship recognition guidelines shall set forth the conditions of acceptance of funds. Conditions shall be fair, impartial and shall not discriminate on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, national origin, or political views of the proposed sponsor.
2. The compatibility of the potential sponsor's products and services with the City's existing goals and policies.
3. The existence of potential conflict of interest or appearance of conflict of interest between sponsor and City.
4. The value of the sponsorship in relation to the sponsor's received benefits.

**PROCEDURES:**

1. All sponsorship proposals will be submitted to the Recreation and Community Services Marketing Coordinator.
2. Marketing Coordinator shall review all proposals and provide comments and a recommendation to the Director of Recreation and Community Services.
3. The Director of Recreation and Community Services shall review proposals and approve/reject or refer to City Manager as outlined in "Authority" section of this policy.
4. When required by policy, the City Manager will review sponsorship proposals and approve/reject or refer to City Council with a recommendation to accept or reject proposal.
5. Agreements will be developed after appropriate approvals.
6. All Sponsorship agreements will be routed by Marketing Coordinator to the appropriate parties for signatures, as required by the City's policy on processing contracts.

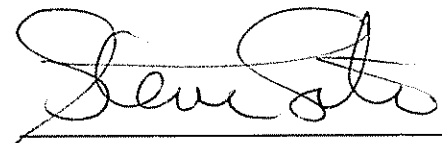
**RESTRICTIONS:**

The purpose of these restrictions is to ensure that the City has the ability to decline potential sponsors in a fair and objective manner.

1. In general, religious and political organizations are not eligible for facility and program sponsorships with the City, nor are businesses, organizations or individuals whose primary products are firearms, tobacco, alcohol, pornographic material, and/or any other subject matter not deemed appropriate by the City of Morgan Hill.
2. The City reserves the right to decline any sponsor or sponsorship proposal that appears to be in direct competition with City services/products.
3. No advertising or sponsorship recognition will be allowed on City uniforms unless the clothing is designed for a specific event or program that has a specific time frame.
4. No sponsorship agreement will permit the use of the City's logo, seal, or any other City trademark to be reproduced or distributed in any manner by the sponsor without written permission from the City, for that specific release.

**This policy shall remain in effect until modified by the City Council.**

**APPROVED:**

  
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**STEVE TATE, MAYOR**